

2010 Whisker Walk Sponsor & Vendor Packages

Whisker Walk Proudly Sponsored by:



Whisker Walk Mission ([see our promotional video](#))

Whisker Walk is all about families and their pets - to promote adoption, responsible pet ownership, and to educate the pet loving community about products, companies, and services available. Whisker Walk fetches companies and organizations from all areas of the companion animal world, including manufacturers, distributors, retailers, hobbyists, pet clubs, veterinarians, animal care professionals, and agility / training organizations in order to provide the pet loving public consumers with the most comprehensive and exciting event possible. If you sell pet products or services, you owe it to your business to be there. You will reach *thousands* of pet lovers and owners. The investment you make for this one day show will be paid back to your business many times over! [Read the 2009 reviews](#). *Whisker Walk is THE "event not to be missed" – See and Be Seen!*

What's NEW for the 3rd Annual Whisker Walk? **GEOCACHING WITH YOUR DOG - Dog Caching** is a dog friendly "scavenger hunt" called **geocaching** that you play with your GPS and in this case, your dog. [For more info click here](#)

[WXLO 104.5 fm](#) the Official Whisker Walk Radio Sponsor – will be promoting Whisker Walk & the 2nd Annual Top Dog Photo Contest – running April 19th – May 21st, 2010 - Winners will be announced at Whisker Walk. Stay tuned for more details!

What's a Whisker Walk?

A fun and FREE for visitors, outdoor, educational day for people and their dogs! (PLUS a dog walk-a-thon fundraiser for New England based animal shelters and rescue groups). The 2009 Whisker Walk brought 100+ groups including animal rescue groups and pet related vendors/manufacturers. In addition, pet owners and animal lovers can WALK to lend a paw for the shelters / rescues they love – see exhibits, demonstrations, educational programs, special attractions, product giveaways, entertainment, food, fun and things for adults and kids to see, do and buy – both human and pet related!

Date: Sunday, June 6th 2010

Event hrs: Set up 8 a.m. – 11 a.m. (gates open 11 a.m.) - Walk starts at noon – event ends 3 p.m.

Where: [Lancaster Fairground – Home of the Bolton Fair, Rt. 117 in Lancaster, MA.](#)

Centrally located — just minutes from Rt. 2, Rt. 190, 495 and only 20 minutes from Worcester and 30 miles from Boston! [Click here for door to door directions](#). 50+ acres of flat, shaded paths (handicapped accessible) the grounds are enormous and beautiful (pictures below).

Why participate?

The Whisker Walk provides pet related companies a unique opportunity to establish and strengthen their brand and rescue friendly public image. Educate visitors and receive feedback from thousands in your target market! The potential for reaching huge numbers of pet owners in today's ever-changing marketplace will make the Whisker Walk a cost effective sales & marketing tool. Whisker Walk is promoted through dozens of media outlets including TV/Radio/Newspapers and pet related magazines. *If you care for pets (with or without fur) and your company relates to pets in any way shape or form then you MUST participate in this event!* With **NO ADMISSION FEES charged** - Whisker walk brings thousands more visitors – and the opportunity to educate pet lovers about your products and services. [2009 Sponsors and Vendors report a phenomenal response!](#)

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Top Dog \$10,000 Benefits to your organization:

- Sponsorship acknowledgement on any ads, flyers and website prior to the event
- Logo/Name on directional Signs along the Walk and/or Water station signs
- Participate in Ribbon Cutting at Walk Start
- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four different websites)
- Free booth space
- **Event Judging/Recognition:** The opportunity to judge one major event happening throughout the day
- Recognition in any TV, radio, print media collateral, publicity and any other marketing
- Your company business samples and/or literature passed out to all visitors and participants (you must supply)
- Your logo on all t-shirts for participants and volunteers / staff
- Your logo on MASTER fundraising website as sponsor which will be used and created for participants on www.firstgiving.com
- Live mentions throughout the event
- Your logo and website link Inclusion in all Whisker Walk Email Blasts and Newsletters to participants and fundraisers

Leader of the Pack \$5,000 Benefits to your organization:

- Sponsorship acknowledgement on any ads, flyers and website prior to the event
- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four different websites)
- Free booth space
- Recognition in any TV, radio, print media collateral, publicity and any other marketing
- Your company business samples and/or literature passed out to all visitors and participants (you must supply)
- Your logo on all t-shirts for participants and volunteers / staff
- Your logo on MASTER fundraising website as sponsor which will be used and created for participants on www.firstgiving.com
- Your logo and website link Inclusion in all Whisker Walk Email Blasts and Newsletters to participants and fundraisers

Dog's Best Friend \$2,500 Benefits to your organization:

- Sponsorship acknowledgement on any ads, flyers and website prior to the event
- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four

different websites)

- Free booth space
- Your logo on all t-shirts for participants and volunteers / staff

Dynamic Dog \$1,000 Benefits to your organization:

- Your business banner hung at the event (you must provide)
- Your name and **link to your website** on the Animal Shelter Inc of Sterling's Whisker Walk website (we receive over 10,000+ hits per week to ONE website – and we maintain four different websites)
- Free booth space
- Your logo on all t-shirts for participants and volunteers / staff

Best Friend \$250 Benefits to your organization:

- Free booth space

Scheduling conflict? To far away to actually display at the Whisker Walk but want to participate? We have options!

SILENT VENDOR sponsorship level – (choose any of the sponsorship levels above)

Rest assured that though your company may not have a physical presence at the event, we will be happy to promote YOUR COMPANY to thousands who attend Whisker Walk! Whisker Walk staffs dozens of volunteers that are specifically dedicated to representing pet related products/services and companies that aren't able to physically attend the event. You provide the marketing collateral, banners, literature and/or samples and our Whisker Walk volunteers will staff a booth for YOU, pass out samples and literature, promote your company in a positive way and you receive all the benefits as if your company were there themselves! Shipping arrangements can be made through:

Animal Shelter Inc c/o Whisker Walk – Leigh Grady
17 Laurelwood Road - Sterling MA 01564
Or email us at leigh13@ix.netcom.com
Call 978 422 8585
Fax 978 422 8574

IN KIND sponsorship level

If your business or company has products or services (pet or people related) you wish to offer as a prize/donation – we'll include you in our marketing! Donate money, products, supplies or services with an estimated cost and we will be happy to send you a receipt for tax purposes. Optionally, your company can choose a sponsorship or vendor level above and receive all the same benefits associated with the level of your choice. For Shipping arrangements contact info above.

NOTE: Whisker Walk offers sponsors high volume and early promotion (starting 6-8+ weeks prior to the event). Sponsorship levels in RED must be paid in full for April 1st 2010 in order to be included in print marketing collateral / ads. All other sponsor or vendor levels due by May 1st 2010.

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We would love to support the Whisker Walk and become a:

\$10,000 Top Dog \$5,000 Leader of the Pack \$2,500 Dog's Best Friend

\$1,000 Dynamic Dog \$250 Best Friend

My logo for printing (levels \$1,000 or more): please email jpeg file to leigh13@ix.netcom.com

YES, we are also interested in donating a Prize Giveaway item! We encourage each vendor to donate one item.

Value \$ _____

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Person: _____ Phone: _____

E-mail: _____

Checks can be made payable and mailed to:

Animal Shelter Inc c/o Whisker Walk
17 Laurelwood Road - Sterling MA 01564

OR

Pay by (circle one) Visa MasterCard Discover

Card # _____ Exp Date _____

Signature: _____

Please feel free to fax this form back to us if it's easier: at 978-422-8574 OR email me that you are interested in participating at: leigh13@ix.netcom.com. Due to the large number of groups invited, I ask you to please re-email me if you don't hear from me as we move forward. You will be receiving all further details via email. **Please NOTE – If you cancel your booth space within 14 days prior to event day, we will refund one-half of any fees you have paid. If you do not cancel and do not appear on event day, you will not be entitled to a refund.**

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WHY your business needs to be at Whisker Walk!

Thousands of pet owners and animal lovers come to see spectacular exhibits, demonstrations, hands-on animal petting opportunities, educational programs, special attractions, pet adoptions, product giveaways, contests, entertainment, and lots of food, fun and things for adults and kids to see and do and BUY!

Exhibiting Helps

- Educate the consumer about your product and business.
- Generate sales leads and increase sales.
- Introduce new products/services.
- Meet new and existing customers.
- Extremely cost-effective advertising.
- Face-to-face form of direct marketing to people interested in your product. (very targeted audience)
- Meet contacts in the business and keep up to date on what the competitors are doing.
- Ensure that consumers remember your company.
- Have a shelter visibility and have potential customers see you support charitable programs!
- Great public relations!

Who comes to Whisker Walk? Almost 100 rescues/shelters and pet related companies participate at Whisker Walk! All are related to the pet industry. Some provide services like grooming, boarding and training, others have created great products for pets...lots of rescue groups and humane organizations and breed rescues as well!

Some of our past exhibitors and presenters include:

- Doggie Daycares
- Trainers and behaviorists
- pet food suppliers
- Animal welfare associations
- Veterinarians
- Local pet clubs you can join
- Pet walking services
- Local pet stores
- Rescue organizations
- Grooming and daycares
- Agility and fly ball clubs



Interested in participating? If so, please contact Leigh Grady at leigh13@ix.netcom.com or call 978-422-8585

There are many options for participating in the 3rd Annual Whisker Walk – Don't Miss it!!!!

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Overview of WHISKER WALK

Whisker Walk is one of the only shows of its kind anywhere! Whisker Walk presents attendees with an unparalleled chance to “see and experience it all.” The show offers a unique opportunity to establish and strengthen YOUR organization’s public image and do extensive market research through direct contact with the customer. The potential for reaching tens of thousands of pet owners in today’s ever-changing marketplace makes Whisker Walk, the most cost effective sales and marketing tool available.



Purpose of Whisker Walk

The primary purpose of Whisker Walk is to promote responsible pet ownership and care through education and a fun filled day of visiting with vendors and various rescue organizations. Additionally, it is the goal of Whisker Walk to bring together representatives from all areas of the companion animal world, including manufacturers, distributors, retailers, hobbyists, clubs, veterinarians, and animal care professionals, in order to provide the pet loving public consumers with the most comprehensive and exciting event possible.

Whisker Walk is centrally located - drawing thousands from all over your New England and beyond and NO admission fees draw larger crowds!

- **Would It Help Your Business** to see and be seen by thousands of pet lovers/owners? (We advertise, advertise, and advertise on radio, TV and newspapers. Posters are provided to local retail and pet related businesses – YOUR target market)
- **WXLO 104.5 fm is our OFFICIAL radio sponsor/promoter – and will be promoting the event 6-8 weeks PRIOR to the event. Jen Carter of the morning show will also be our official EMCEE! WXLO has the largest market share in New England and reaches MILLIONS of listeners!**
- **Would It Help Your Business** to make lots of contacts?
- **Would It Help Your Business** to increase sales or clients?
- **Would It Help Your Business** to promote your business and/or service to lots and lots and lots of people who absolutely adore their pets and treat them as family?
- **Would It Help Your Business** to educate the public to the joys of responsible pet ownership?
- **How Would You Like** to exhibit in a hassle-free, environment where you can drive on to the field and bring in your own booth furnishings?



If you sell pet products or services, you owe it to your business to be there. You will reach thousands of pet owners. The investment you make for this one-day show will be paid back to your business many times over!